

## End User Promotion

**DATE:** JANUARY 8, 2014 **13-0279 UPDATE**

**TO:** AMAZON

**FROM:** CHIYOKO YANNETTE

**PROMOTION:** HXR-MC2000U, HXR-NX30U, HXR-NX70U, HXR-NX5U, NEX-EA50UH END USER MAIL-IN CASH REBATE - **UPDATE**

**TYPE:** END USER MAIL-IN CASH REBATE

**UPDATE 01.01.2014:** This promotion has been extended through March 31, 2014.

Sony Electronics Inc. is pleased to announce an end user mail-in rebate on select AVCHD/NXCAM® Professional Camcorders.

From October 1, 2013 through **March 31, 2014**, end users who purchase a Sony HXR-MC2000U, HXR-NX30U, HXR-NX70U, HXR-NX5U or NEX-EA50UH are eligible to receive a mail-in cash rebate from Sony in the amount shown in the table below. The rebate is designed to offer the end user a substantial savings off the cost of the camcorder.

Eligible camcorder must be ordered by and shipped to the end user within the promotion period in order to qualify the rebate.

END USER MAIL-IN REBATE			
PROMOTION PERIOD: October 1, 2013 - <b>March 31, 2014</b>			
ELIGIBLE PRODUCTS (Only A stock model is eligible)	Model	Quantity	End User Rebate per unit
	HXR-NX30U	1	\$100 Cash Rebate
	HXR-MC2000U	1	\$300 Cash Rebate
	HXR-NX5U	1	\$400 Cash Rebate
	HXR-NX70U	1	\$500 Cash Rebate
	NEX-EA50UH	1	\$600 Cash Rebate

**HXR-MC2000U, NX30U, HXR-NX70U, HXR-NX5U, NEX-EA50UH END USER MAIL-IN CASH  
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**TERMS AND CONDITIONS**

<b>Promotion Period:</b>	October 1, 2013 - March 31, 2014
<b>Eligible Products:</b>	See table on page one. (A stock only)
<b>Backorder/Future Order:</b>	Eligible product(s) must be ordered by and shipped to end user customer within the promotion period to qualify for the rebate.
<b>Mixing of Promotions:</b>	This program may be combined with other End User promotions from Sony.
<b>Quantity:</b>	Limit one rebate per each eligible product purchased, end user or address.
<b>Submission Deadline:</b>	All claims must be entered online and required backup documentation submitted and postmarked no later than April 30, 2014 or they will be rejected.
<b>Claim Dispute:</b>	Disputes for rejected claims must be submitted within 30 days of postmark date of Claim rejection notice. To dispute a claim, end user must call the toll free number provided on the website. In the event of any questions or interpretation of the terms and conditions of this promotion, the decision of Sony will be final.
<b>Other Terms &amp; Conditions:</b>	End user should allow 8-10 weeks following receipt of properly completed rebate Submission for check. Limit one rebate per eligible product purchased by end- user (not for resale). Rebate check will not be delivered to PO Boxes. If rebate check is not cashed within 90 days of issuance, it will be void, and end user will not be entitled to receive a replacement rebate check. Rebate checks will be issued in the name of the business or person purchasing the eligible product which, if applicable, must match the accompanying invoice/evidence. Offer is not transferable. Sony reserves the right to request additional information to validate a claim, making it subject to U.S. postal regulations. Offer void where prohibited, taxed or restricted by law. Sony is not responsible for claims or rebate checks lost, damaged, or delayed in transit unless Sony has been negligent. Submitted materials become Sony property and will not be returned. Products for which rebate is claimed may not be returned (limited warranty claims excluded). Offer valid only in the United States, Alaska and Hawaii, excluding territories. Offer not valid on refurbished, open-box, returned products, or demonstration products.
<b>Change/Cancellation:</b>	Sony may change or cancel this promotion at any time.

Please contact your Sony account manager with any questions that you may have about this promotion.

Good Selling!

Chiyoko Yannette  
 Senior Marketing Manager  
 Professional Solutions of America  
 Sony Electronics, Inc.

## End User Promotion

**PROMOTION NAME:** HXR-MC2000U, HXR-NX30U, HXR-NX70U, HXR-NX5U, NEX-EA50UH END USER MAIL-IN CASH REBATE  
**PROMOTION PERIOD:** October 1, 2013 - **March 31, 2014**

End Users can receive a mail-in cash rebate following the purchase of a Sony HXR-MC2000U, HXR-NX30U, HXR-NX70U, HXR-NX5U or NEX-EA50UH AVCHD/NXCAM® Professional Camcorder during the promotion period from a Sony Authorized Reseller, Reseller of a Sony Authorized Distributor or Direct from Sony. Eligible product must be ordered by and shipped to the end user within the promotion period in order to qualify for this rebate.

For a listing of Sony Authorized Resellers or Resellers of a Sony Authorized Distributor, please visit: [www.sony.com/professional](http://www.sony.com/professional). Click on "Find a Reseller", search by zip code.

### TO RECEIVE THE REBATE BY MAIL:

**PLEASE NOTE:** Online claiming will be available for this rebate promotion Thursday, November 7th at [www.sony.com/AVCHDcampromo](http://www.sony.com/AVCHDcampromo)

- 1) End User must purchase a Sony HXR-MC2000U, HXR-NX30U, HXR-NX70U, HXR-NX5U or NEX-EA50UH AVCHD/NXCAM® Professional Camcorder during the promotion period from a Sony Authorized Reseller, Reseller of a Sony Authorized Distributor or Direct from Sony. Eligible product must be ordered by and shipped to the end user within the promotion period in order to qualify for this rebate.
- 2) End User must fill out online rebate claim form at [www.sony.com/AVCHDcampromo](http://www.sony.com/AVCHDcampromo).
  - a. Click on this Promotion Number **130279A** on the home page under 'Current Promotions.'
  - b. Complete the online claim form and hit the "Submit" button to process the submission.
  - c. Print your Online Rebate Submission Form.
- 3) End User must send printout of completed online form, entire **ORIGINAL** UPC product code label from the box of the HXR-NX30U, HXR-NX70U or HXRNX5U purchased (**photocopies of UPC not accepted**), and a copy of purchase invoice from the same Sony Authorized Reseller, Reseller of Sony Authorized Distributor or Sony to Sony Award Headquarters at the following address, postmarked no later than **April 30, 2014**.

Sony End User Award Headquarters  
 Offer # 130279A  
 PO box 42012  
 Hazelwood, MO 63042-1012

### Terms and Conditions:

Receive a mail-in cash rebate following the purchase of a Sony HXR-MC2000U, HXR-NX30U, HXR-NX70U, HXR-NX5U or NEX-EA50UH AVCHD/NXCAM® Professional Camcorder. Eligible product must be ordered by and shipped to the end user within the promotion period in order to qualify for this rebate. Offer valid on purchases of eligible product from October 1, 2013 - **March 31, 2014**. Eligible models must be ordered from a Sony Authorized Reseller, Reseller of a Sony Authorized Distributor or Direct from Sony and shipped to end user customer within the promotion period to be eligible for rebate. For check delivery, please allow 8-10 weeks following postmark of properly completed submission. All claims must be submitted online and all supporting paperwork for claims must be postmarked no later than **April 30, 2014**. Submission must include serial number and copies of dated purchase receipt/invoice and ORIGINAL UPC/serial number bar code label from the box of the eligible product (photocopies of the UPC/serial number barcode label will not be accepted) and must be mailed to provided address. Limit one rebate per each eligible product purchased by end-users. Rebate check will not be delivered to P.O. Boxes. If the rebate check is not cashed within 90 days of issuance, it will be void, and the end user will not be entitled to receive a replacement

rebate check. Rebate checks will be issued in the name of the business or person purchasing the eligible product which, if applicable, must match the accompanying invoice/evidence. Offer is not transferable. Offer can be combined with other offers from Sony. Sony reserves the right to request additional information to validate a claim, making it subject to U.S. postal regulations. Offer void where prohibited, taxed or restricted by law. Sony is not responsible for claims or checks lost, damaged, or delayed in transit unless Sony has been negligent. Submitted materials become Sony property and will not be returned. Products for which rebate is claimed may not be returned (limited warranty claims excluded). Offer valid only in the continental United States, Alaska and Hawaii and excluding territories. Offer not valid on B stock, refurbished, open-box, returned, or demonstration products. Sony reserves the right to modify or cancel this offer at any time.